

# *The Deep Cultivation and Development of CPC Heritage Tourism Industry in the New Era*

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**Keywords:** CPC Heritage Tourism Industry, Revolutionary Culture, Integration of Culture and Tourism

**Abstract:** In the context of China's efforts to promote the integrated development of culture and tourism and the innovative development of the cultural tourism industry, the activities of CPC heritage tourism have been constantly enriched, but the structure and development direction of the CPC heritage tourism industry urgently need to be cultivated and developed. Based on a deep analysis of the relationship between revolutionary culture and the tourism industry, combined with the development of the times, policy demands, and industry status, it is possible to identify the opportunities and challenges facing the CPC heritage tourism industry. To promote the cultivation and development of CPC heritage tourism industry, we will strengthen government support and improve the strategic position of the industry; Develop the CPC heritage tourism resources and create new formats for balanced development of culture, tourism and business; Combined with the new opportunities of the "Belt and Road" vision and the release of the diplomatic function of the CPC heritage tourism industry, a new path for the development of the CPC heritage tourism industry can be created.

## 1. Introduction

Revolutionary culture is a culture with Chinese characteristics jointly created by the Communist Party of China and the people during the revolutionary war period, containing rich revolutionary spirit and heavy historical and cultural connotations. In the Outline of the 14th Five-Year Plan (2021-2025) for National Economic and Social Development and Vision 2035 of the People's Republic of China, it is clearly proposed to adhere to shaping tourism with culture, highlight culture with tourism, create a unique Chinese cultural tourism experience, and promote the innovative development of CPC heritage tourism, cultural heritage tourism, tourism performing arts and so on. [1] It can be seen that the new era provides strong policy support for the high-quality development of CPC heritage tourism industry, and the integrated development of CPC heritage tourism industry also urgently needs to be cultivated and explored.

## 2. The Relationship between Revolutionary Culture and Tourism Industry

The early development of China's tourism industry has proved that the combination of Revolutionary Culture and tourism industry can bring new breakthroughs to cultural dissemination and tourism development. Tourism industry is a typical "develop economy on the cultural basis" connotation tertiary industry, tourism is a form of cultural expression, and even tourism itself is a cultural form [2]. Therefore, the dissemination of Revolutionary Culture and the development of the tourism industry are essentially unified.

### 2.1. Revolutionary Culture can Enhance the Richness of the Tourism Industry

Culture is the support of the development of tourism industry. [3] The integration of Revolutionary Culture and the tourism industry can effectively improve the richness of the tourism industry, it can effectively improve the tourist attraction of scenic spots [4], and injecting new vitality into the tourism industry. Introducing Revolutionary Culture into the tourism market not only enriches the structure of the tourism industry, but also combines elements of Revolutionary Culture with existing tourism industries, creating new economic growth points through innovative cultural tourism products and tourism experiences. According to data from the Ministry of Culture and Tourism of the People's Republic of China, the supply of cultural products and services has been continuously enriched over the past decade, and significant achievements have been made in promoting cultural and tourism consumption. In 2021, the per capita expenditure on education, culture and entertainment of Chinese residents was 2,599 yuan, an increase of 105.9% over 2012. The industrialization and innovative integration of Revolutionary Culture and tourism industry, and the development of CPC heritage tourism cultural and creative commodities can give the tourism industry a deeper cultural connotation, deepen the cultural edification of tourists in the process of tourism, and enhance the people's sense of cultural identity.

### 2.2. The Tourism Industry can Expand the Dissemination of Revolutionary Culture

Chinese Revolutionary Culture has abundant tourism resources. By utilizing the tourism industry as an important means of dissemination and integrating the spirit of intangible revolutionary culture with material tourism resources, the dissemination of Revolutionary Culture can be promoted. The analysis of the forms of revolutionary culture tourism resources in China is shown in Table 1.

Table 1: Analysis of the Forms of Revolutionary Culture Tourism Resources in China

Revolutionary Culture Tourism Resources (Material Form)	Revolutionary culture tourism resources (intangible form)
Memorial sites, former sites, old location, monuments, cemeteries, former residences, memorials, massacre sites, historical heritage sites, etc.	The Jinggangshan spirit of "military civilian unity and hard struggle"; The Long March spirit of "not afraid of difficulties and dangers"; The Yan'an spirit of "changing work style and improving quality"; The spirit of 'hard work and courage to explore' in the Northern Wilderness; The Xibaipo spirit of "humility and prudence, guard against arrogance and impatience, and work hard"; The national defense scientists' spirit "self-reliance, hard work, and the courage to climb scientific heights".

### 2.3. The Coordinated Development of Revolutionary Culture and Tourism Industry Promotes the Construction of a Cultural Power

Since its inception, tourism has been accompanied by the prosperity of culture, which has become an endogenous driving force for tourism development. Tourism also promotes the

formation of local culture and attracts the gathering of literati, and the consistency between tourism and cultural genes reflects their mutually reinforcing effect. The development of CPC heritage tourism industrialization can effectively spread China's national culture, play the role of cultural cohesion, enhance cultural confidence, and build a cultural power. The relationship between revolutionary culture and tourism industry is shown in Figure 1.

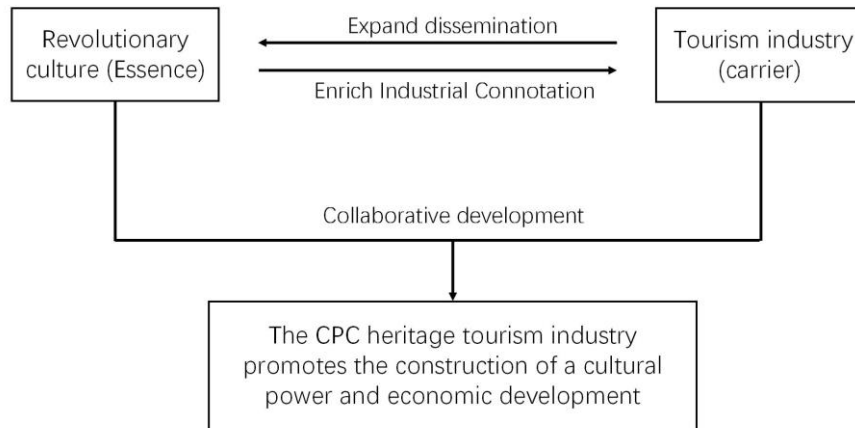


Figure 1: Relationship between Revolutionary Culture and Tourism Industry

### 3. Opportunities and Challenges Faced by the Development of CPC Heritage Tourism Industry in the New Era

#### 3.1. The Development of CPC Heritage Tourism Industry Faces New Opportunities

##### 3.1.1. The Proposal of the National Strategy Provides a Good Communication Environment for CPC Heritage Tourism Industry

Table 2: National Policies under the Environment of National Cultural Development and Prosperity

Time	Related Policies	Department
2022	Opinions of the General Office of the State Council on Further Releasing Consumption Potential and Promoting Sustainable Recovery of Consumption	General Office of the State Council
2022	Opinions of the State Council on Supporting the Revitalization and Development of Old Revolutionary Base Areas in the New Era	State Council
2021	The 14th Five Year Plan for the Development of Tourism Industry	State Council
2021	One Hundred Excellent CPC heritage tourism Routes in the Centennial of the Founding of the Communist Party of China	Publicity Department
2021	Notice of the General Office of the Ministry of Culture and Tourism on announcing the key projects of international cooperation in the cultural industry and tourism industry of the "Belt and Road" in 2021	Ministry of Culture and Tourism
2021	Notice on Issuing the 2021 Special Fund Budget for Cultural Talents	Ministry of Finance
2020	Establish China Cultural Industry Investment Fund	Ministry of Finance, Publicity Department

The development of CPC heritage tourism industry will achieve strong development with the support of the government and the prosperity of national culture. The support for the cultural

tourism industry in recent years is shown in table 2.

### 3.1.2. The Development of the National Economy Has Put Forward New Needs for the Industrialization of China's Revolutionary Culture

Firstly, the people's growing expectation for a better life has new expectations and requirements for enriching spiritual food. The value of the dissemination and development of Chinese Revolutionary Culture lies in addressing the spiritual needs of the people. On the occasion of the 100th anniversary of the founding of the Communist Party of China, CPC heritage tourism has become more and more popular among tourists. From 2020 to 2021, the search popularity of "CPC heritage tourism" increased by 176%. The combination of data integration and tourism for culture and innovation will meet China's rapid growth of mass tourism [5]. The growth trend of CPC heritage tourism 5A-level scenic areas in recent years is shown in table 3.

Table 3: Data of 5A CPC heritage tourist attractions in recent years

Time	5A Scenic Area	CPC heritage tourist 5A-Level Scenic Areas
2022	306	42
2021	280	40
2020	258	36
2007	57	14

Secondly, in the face of the development of new technologies, the cultural industry is required to conduct new explorations and innovations. Innovative practices in enriching digital cultural resources and expanding smart applications of public cultural services in the cultural and tourism industry are constantly emerging, such as the "Museum Collection" mini program jointly created by the National Museum of China and Tencent. Scientific and technological innovation can effectively promote the self-prosperity of the cultural industry, thereby promoting the formation of new models, new processes and new ideas of the cultural industry, and exploring a new type of tourism and cultural industry with high-tech content and high cultural added value.

## 3.2. The Development of CPC Heritage Tourism Industry is Facing New Challenges

### 3.2.1. The Balance between Cultural Export and Tourism Consumption is Difficult to Maintain

Cultural dissemination, also known as cultural diffusion, refers to the process of spreading human culture from the source of culture to the outside or from one social group to another, [6] which is a non-profit cultural dissemination. However, the tourism industry is a profit-making industry, and its profitability contradicts the non-profit nature of cultural dissemination. Although CPC heritage tourism belongs to the tourism industry, it emphasizes the dissemination of ideology and neglects the full play of tourism function. [7] Without deep exploration and creative expression of culture, the cultural tourism market cannot attract tourists, thus unable to achieve cultural dissemination and sharing, and unable to expand the output of cultural connotations in tourism. On the contrary, the cultural tourism industry, which lacks economic support, will face difficulties in development. Therefore, the cultural tourism industry should pay attention to the balanced development of cultural output and tourism consumption.

### 3.2.2. The Development and Innovation Capabilities of China's Existing CPC Heritage Tourism Industry are Weak

There are many similar designs in tourism products across China, lacking regional characteristics,

and problems of sufficient quantity but insufficient quality. The supply of high-quality tourism service experience is insufficient. Through digital access, most of the existing CPC heritage tourism industries adopt a combination of online and offline tourism methods. For example, the recently launched "cloud tourism" allows visitors to visit scenic spots 24 hours a day without leaving their homes. To a certain extent, it solves the dilemma of people's fast pace of life and inability to travel. However, in the process of traveling, digitization is used as a gimmick to attract attention, but in the end, only simple images, text, film, and television are used to spread cultural content, making it difficult for tourists to experience and interact, and lacking a sense of experience of high-quality tourism service. Some examples are shown in figure2, figure 3 and figure 4.



Figure 2: Taken by the author



Figure 3: Taken by the author



Figure 4: Taken by the author

### 3.2.3. The Relevant Development System of the Cultural Tourism Industry is not Perfect

Firstly, talent cultivation in the tourism industry needs to be improved. Talents are the pillar of the industry, and the sustainable development of the CPC heritage tourism industry cannot be achieved without an excellent talent team. At present, there is a relatively lack of talent training and education for the CPC heritage tourism industry, lacking systematic training and comprehensive talent output. Secondly, the governance system for CPC heritage tourism needs to be improved. Policy tools play an irreplaceable role in the development of the tourism industry within the region. [8] There are many laws and regulations related to cultural tourism activities in China, mainly focusing on the Copyright Law, Patent Law, and Trademark Law as the main constraints to support the harmonious development of the tourism industry. However, the current development of the CPC heritage tourism industry is relatively complex. The government needs to strengthen the improvement of the governance system for the CPC heritage tourism industry, which can not only

maintain the good development of the CPC heritage tourism industry but also protect the interests of tourism consumers.

## **4. Deepening and Expanding the CPC Heritage Tourism Industry**

### **4.1. Strengthen Government Support and Enhance the Strategic Position of Industries**

#### **4.1.1. Deepen Cultural System Reform and Optimize Market-oriented Resource Allocation Mechanism.**

The government should exercise macro control over the development of the tourism industry and promote various types of tourism development methods, such as government independent development, multi-party cooperation development, and complete market development [9]. In the current market economy system, the optimization of market resource allocation mechanism allows the country to allocate disposable resources to the areas and fields that need to be developed in a timely manner through various policies such as fiscal and resource allocation, after receiving feedback from the people, so as to promote the rapid development of the market economy. In 2022, the China Cultural Relics Work Conference was held and policies such as the Regulations on the Protection and Management of Underwater Cultural Relics, the Opinions on Revitalizing Cultural Relics and Expanding the International Influence of Chinese Culture, and the 14th Five Year Plan for Cultural Relics Protection and Technological Innovation were issued, effectively promoting China's transition from a major country in cultural relics resources to a strong country in cultural relics protection and utilization. [10] Therefore, in the process of promoting the development of the CPC heritage tourism industry, the government needs to improve the relevant systems of the cultural industry and provide solid policy support for the vigorous development of the CPC heritage tourism industry.

#### **4.1.2. Strengthen the Cultivation and Guarantee of the Talent Team in the CPC Heritage Tourism Industry**

With the rapid development of cultural and tourism integration, the demand for composite communication talents in the industry is gradually expanding. The current talent cultivation model is single and cannot meet the existing industrial development needs. Therefore, it is necessary to form a talent cultivation model with a tripartite linkage between the government, universities, and enterprises, and to cultivate talents in accordance with market demand. In the cultivation of domestic communication teams, the government should first provide policy support and direction guidance for the cultivation of talent teams, and provide market demand data to guide the direction of university training models. Establishing an interactive talent training network information service system can achieve real-time development of interactive talent training, and achieve intelligent and efficient interactive talent cultivation. [11] Secondly, universities should improve the cultivation model of communication+culture based on market demand, add new related disciplines or courses, and build a multi-level talent cultivation plan for undergraduate, master's, and doctoral programs to provide follow-up talent reserves for different stages of market talent demand. Finally, the industry should collaborate with universities to cultivate practical abilities, such as cultivating a network science popularization team and utilizing professional knowledge combined with new media to spread Revolutionary Culture. The relationship diagram of CPC heritage tourism talent team training is shown in figure5.

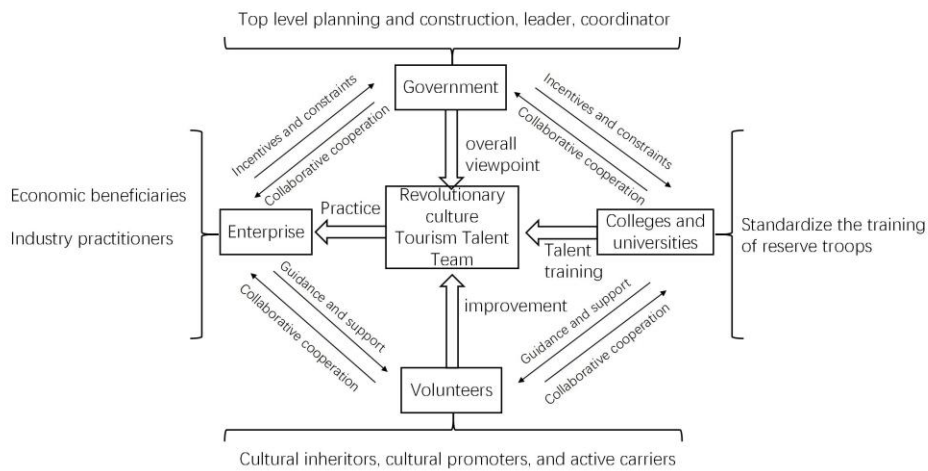


Figure 5: Relationship Diagram of CPC Heritage Tourism Talent Team Training

The international communication talent team can conduct specialized enrollment and training, forming a training model of Revolutionary Culture+international communication. In order to break the invisible cultural boundaries and improve the quality and impact of the dissemination of CPC heritage tourism industry, it is necessary to cultivate cross-cultural communication talents with a global perspective, understanding international cultural rules, respecting international cultural differences, and strong Chinese cultural literacy.

## 4.2. Develop CPC Heritage Tourism Resources and Create a New Business Model Integrating Culture, Tourism, and Business

### 4.2.1. Combining Regional Characteristics and Culture to Improve the Development of Cultural Tourism

The development and utilization of CPC heritage tourism resources should take into account the diversity and regionality of red cultural resources, scientifically formulate plans for the protection and development of red cultural resources, and strive to develop more CPC heritage tourism industries with national characteristics, era characteristics, practical characteristics, and regional characteristics based on overall planning, local adaptation, and reasonable utilization. Cultural and creative factors can play an important role in guiding both our consumption and production practices towards sustainability. [12] On this basis, the development of red cultural resources should adhere to the principle of combining protection and development, be the protector, developer, and innovator of red cultural resource development, adapt to social development with the times, strive to activate the "red gene" in cultural resources, and better leverage the social comprehensive benefits of red cultural resource tourism opening. Tourism industry is indeed leading the digital transformation of cultural heritage management towards sustainable development [13].

### 4.2.2. Targeting Cultural and Tourism Businesses, Promoting the Optimization of the Industrial Supply Chain

The development of the CPC heritage tourism industry should adhere to the principle of balancing social and economic benefits, synchronizing protection, development, and utilization, and fully exploring the historical, artistic, scientific, educational, and commercial value of red cultural heritage and resources [14], and create a new business model that integrates cultural, tourism, and

business development. On the one hand, transforming resource advantages into industrial advantages provides new driving force for economic transformation. “Red leads green development, and red resources are the characteristic resources and political advantages of the development of old areas today. [15]” Combining red cultural resources with regional cultural characteristics, rural revitalization, and ecotourism to form new integrated industries such as "red+green" and "red+agriculture" is an effective way to provide new momentum for economic development. On the other hand, it will achieve the transformation from material products to service consumption and providing new content for service consumption. With the upgrading of consumption and the development of the digital economy, the people's demand for tourism has shifted from a single visual experience to a deeper emotional interactive experience. Experiential media can arouse public feelings and enable the public to actively think in the immersive scenes. [16] Continued interactions led to better understandings of cultural others' behaviors. [17] Empowered by science and technology, the public can intuitively experience Revolutionary Culture and form an industrial model where cultural output and tourism consumption advance side by side.

### **4.3. Combine the New Opportunities of the "Belt and Road" Vision to Improve the International Dissemination of CPC Heritage Tourism Industry**

#### **4.3.1. Improve the Quality of Cultural Dissemination and Strengthen the External Dissemination of the CPC heritage tourism Industry**

In recent years, cultural exports such as China's gaming industry, online literature, and film and television dramas have grown rapidly and gained popularity, making significant contributions to China's national influence. However, the development of CPC heritage tourism industry still has significant room for growth. In the process of developing CPC heritage tourism industry externally, in terms of cultural dissemination forms, a comprehensive information database should be established based on the CPC heritage tourism industry, laying a solid foundation for the cross international dissemination of the CPC heritage tourism industry. Secondly, innovative design is carried out by combining new technologies such as digitization to launch distinctive cultural products and cultural IPs. We should integrate the cultural content of CPC heritage tourism with the cultural needs of the new era into a representative Chinese cultural brand business card, and leverage its cultural diplomacy function.

#### **4.3.2. Actively Carry Out Cultural Project Experience and Cross-cultural Group Practice Activities.**

The "Belt and Road" project is also an important diplomatic channel for China. The government will rely on the "Belt and Road" project to promote Revolutionary Culture, improve the sense of participation of people from all countries in CPC heritage tourism industry, and promote diplomacy with diversified cultural tourism activities. A series of cultural and tourism trade promotion activities such as "China Tourism Culture Week", "Grand Canal Theme Tourism Overseas Promotion Season", and "Finest Cultural Gifts from China" have been carried out in an orderly manner, making the promotion of Chinese culture overseas more efficient. Therefore, China's external CPC heritage tourism industry can also actively promote and design digital interactive mini programs for the CPC heritage tourism industry by combining video platforms such as TIKTOK, YOUTUBE, and TWITTER, providing cloud tourism services for foreign tourists and maximizing the diplomatic capabilities of the CPC heritage tourism industry.



## 5. Conclusion

Culture is the soul of tourism, and tourism is one of the carriers of culture. Culture and tourism have inherent unity. Integrating Revolutionary Culture into the tourism industry not only provides an effective carrier for cultural dissemination and a broader platform for cultural tourism, but also enriches the connotation of the tourism industry and meets the spiritual needs of the people. Promoting the high-quality integrated development of the CPC heritage tourism industry not only meets the needs of the transformation and upgrading of the tourism industry, promotes the integrated development and mutual promotion of the two, and expands the spread of Revolutionary Culture, but also provides an effective way to promote the joint construction of the "Belt and Road", promote cultural exchanges and mutual learning, and build a cultural power.

## Acknowledgement

Fund Project: 2019 National Social Science Fund for the West, Project Title: Data Reconstruction and Dissemination Research of Chinese Red Classic Art in the New Era, Project number: 19XKS013.

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